



## Biznik Fact Sheet

**Founded:** March 2005

**Company Goal:** Biznik strives to provide small businesses with all of the resources, information and personal connections they need to successfully navigate the first few years after opening their doors – and continue that success as their business grows.

Biznik aims to bring together the best of Internet social networking with traditional face-to-face networking by:

- Building an online and face-to-face community that emphasizes collaboration over competition and provides educational opportunities for business owners
- Helping small businesses make connections and keep those connections alive and productive
- Continuing to develop and provide the newest technology and techniques that are relevant for small businesses and support their business growth

**Target Market:** Biznik was created for, and is used all over the world by, the smallest of small businesses (also known as personal businesses, businesses without a payroll, single-member businesses and “solopreneurs”). Biznik users are in the business of creative arts, graphic design, publishing, consulting, marketing, Web services, health and wellbeing, education, technology services, real estate, law, accounting, video production and personal services – to name a few. Today Biznik has more than 12,000 members in 95 countries.

**Membership and Pricing:** Biznik is a free service with opportunities for members to pay for enhanced features and more visibility. The enhanced membership is available as a pay-as-you-go, month-to-month service. There are no long-term contracts or commitments. Biznik users may change their membership level at any time.

Membership levels

- Supporting – \$24/month
- Active – \$10/month
- Basic – free

**Services:** Biznik offers a variety of services for members, with new programs and resources being added on a regular basis.

Services available at the Basic level of membership include: creating a Biznik profile, connecting to local Biznik members, networking and receiving business referrals, using the Biznik searchable directory, search engine optimization, posting and accessing information on events and participating in “Biz Talk” online forums.

Expanded services available to Active and Supporting members include: an enhanced profile, video profiles, the highest level of search engine optimization, access to an online events reservation system, featured promotion and HTML signature.

A full breakdown of membership levels, pricing and services is posted at: <http://biznik.com/help/memberships>

**For More Information:**

[www.biznik.com](http://www.biznik.com)

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